LIKE THE PRICE.
LOVE THE DESIGN.
DISCOVER MOTEL ONE
AFFORDABLE LUXURY
Our guests enjoy finest Egyptian cotton sheets and top of the range box-spring beds, experiencing a truly exceptional environment of designer furniture and recognised brands at a fair price point – our idea of affordable luxury – starting at €59.

HIGH QUALITY MATERIALS
- Box-spring bed
- Egyptian cotton
- Dark granite
- Organic amenities
- Fluffy 600g towels

RENOWED BRANDS
- Artemide lights
- LG 43" Flat-screen TV
- Dornbracht bath fittings
- Hansgrohe raindance shower
- Freifrau relax chair
- B&B Italia desk
We like each hotel to be different. Our hotels each have a unique design and feature different furniture. We care about the local environment and work with local artists and craftsmen to engage with the “neighbourhood story”.

NEIGHBOURHOOD

We like each hotel to be different. Our hotels each have a unique design and feature different furniture. We care about the local environment and work with local artists and craftsmen to engage with the “neighbourhood story”. 
LIFESTYLE

Designer lounges, free Wi-Fi and communal work spaces create an intimate and functional environment that caters for the changing tastes of modern travellers.

Our dedication to the highest quality and service is visible in our stylish bars, open to everybody around the clock. Guests can choose from a wide range of high-quality spirits, regional selections of wine and beer as well as an exclusive menu with a selection of minimum 40 top gins, carefully hand-picked with a focus on regional distilleries.
Set against the city’s skyline, our Cloud One Bar provides the perfect place for a sundowner or a late night in a relaxed atmosphere and offers multiple ways to unwind as you enjoy an evening above the city.
WORKSPACES
With 24/7 coffee, free WiFi and designer furniture, our workspaces provide the perfect environment to catch up on your business or be creative. Some of our hotels also have meeting rooms that guests can book for meetings that require more privacy.
Motel One has successfully established its brand in major European cities including London, Berlin, Amsterdam, Prague, Brussels, Vienna, Barcelona, Paris, Zurich and Warsaw.

FACTS & FIGURES

CURRENT LOCATIONS

IN OPERATION Q2 2019
71 hotels / 20,200 rooms / 9 countries

PIPELINE
27 hotels / 8,100 rooms

SECURED HOTELS
98 hotels / 8,100 rooms / 12 countries
In its international expansion Motel One focuses on locations:
- in major cities
- in city centres
- with excellent public transport

**Quick Check**

**Site**
- New build
- Conversions
- Single or mixed-use developments

**Space Requirements**
- Gross floor area 27 – 30 m² per bedroom (including all front of house and back of house areas)
- Minimum GFA 3,000 m²

**Example of a 300-bedroom hotel**
- Front of house: 540 m²
- Back of house: 265 m²
- 3 guest elevators
- All areas without corridors, staircases and technical rooms

**Standard Room**
- Net internal area 16 m² per bedroom
- Including 3.5 m² bathroom
- Flexible room layout

**Form of Contract**
- Purchase
- Lease
- Joint venture

**Standard Room Layout**

**Examples of a 300-bedroom hotel**

**Space Requirements**
- Gross floor area 27 – 30 m² per bedroom (including all front of house and back of house areas)
- Minimum GFA 3,000 m²

**Example of a 300-bedroom hotel**
- Front of house: 540 m²
- Back of house: 265 m²
- 3 guest elevators
- All areas without corridors, staircases and technical rooms
## Recent Selected Awards & Ratings

**Awards**

- **2019**: "Leading Employer 2019" awarded by 3.works GmbH & DIE ZEIT; "German Brand Award Gold 2019" category: "Excellent Brands – Tourism"; "Best Value for Money 2019" awarded by YouGov, Handelsblatt
- **2018**: "Germany’s Best Budget Hotel" awarded by German Institute for Service Quality for the fifth time; "Most wanted Investment Partner" awarded by Tragauer Solution Group
- **2017**: "German Brand Award" in the category Brand Innovation of the Year & Industry Excellence in Branding 2017; "German Service Prize" in the tourism category, awarded by German Institute for Service Quality
- **2016**: "Best Employer in the Hospitality Industry Award"; "Extreme Achievement Award" for Dieter Müller awarded by International Hotel Investment Forum

**Ratings**

- **2019**: "Bundesbank Rating" equivalent to S&P or FITCH Investment Grade A-
- **2018**: "Best Value for Money 2019" awarded by YouGov, Handelsblatt
- **2017**: "Most wanted Investment Partner" awarded by Tragauer Solution Group

## Investment Partners

- **2019**: "Leading Employer 2019" awarded by 3.works GmbH & DIE ZEIT
- **2018**: "Germany’s Best Budget Hotel" awarded by German Institute for Service Quality for the fifth time
- **2017**: "Best Employer in the Hospitality Industry Award"; "Extreme Achievement Award" for Dieter Müller awarded by International Hotel Investment Forum

## Financial Summary

### Key Performance Metrics 2011-2018

<table>
<thead>
<tr>
<th>Year</th>
<th>No. Hotels</th>
<th>No. Rooms</th>
<th>Owned Rooms</th>
<th>Occupancy</th>
<th>Rev per Room sold</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011</td>
<td>38</td>
<td>8,193</td>
<td>3,222</td>
<td>70%</td>
<td>€73</td>
</tr>
<tr>
<td>2012</td>
<td>42</td>
<td>9,221</td>
<td>3,757</td>
<td>73%</td>
<td>€76</td>
</tr>
<tr>
<td>2013</td>
<td>46</td>
<td>10,293</td>
<td>3,310</td>
<td>75%</td>
<td>€78</td>
</tr>
<tr>
<td>2014</td>
<td>54</td>
<td>12,822</td>
<td>3,563</td>
<td>75%</td>
<td>€81</td>
</tr>
<tr>
<td>2015</td>
<td>51</td>
<td>13,887</td>
<td>2,493</td>
<td>75%</td>
<td>€88</td>
</tr>
<tr>
<td>2016</td>
<td>55</td>
<td>14,583</td>
<td>2,984</td>
<td>77%</td>
<td>€89</td>
</tr>
<tr>
<td>2017</td>
<td>62</td>
<td>17,387</td>
<td>2,974</td>
<td>77%</td>
<td>€91</td>
</tr>
<tr>
<td>2018</td>
<td>71</td>
<td>20,160</td>
<td>3,655</td>
<td>77%</td>
<td>€95</td>
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</tbody>
</table>

### Balance Sheet (TEUR)

<table>
<thead>
<tr>
<th>Year</th>
<th>Fixed Assets</th>
<th>Net Working Capital</th>
<th>Net Debt</th>
<th>Equity</th>
<th>Net Debt / EBITDA</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011</td>
<td>267,951</td>
<td>26,273</td>
<td>91,120</td>
<td>150,558</td>
<td>2.1</td>
</tr>
<tr>
<td>2012</td>
<td>314,684</td>
<td>32,180</td>
<td>111,270</td>
<td>171,234</td>
<td>1.8</td>
</tr>
<tr>
<td>2013</td>
<td>346,415</td>
<td>36,626</td>
<td>82,739</td>
<td>227,050</td>
<td>1.1</td>
</tr>
<tr>
<td>2014</td>
<td>428,703</td>
<td>55,881</td>
<td>94,909</td>
<td>277,913</td>
<td>1.2</td>
</tr>
<tr>
<td>2015</td>
<td>436,443</td>
<td>55,595</td>
<td>48,864</td>
<td>331,984</td>
<td>0.5</td>
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<td>2016</td>
<td>535,590</td>
<td>-14,339</td>
<td>153,063</td>
<td>396,866</td>
<td>1.4</td>
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<tr>
<td>2017</td>
<td>643,033</td>
<td>73,354</td>
<td>173,972</td>
<td>395,707</td>
<td>1.4</td>
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<tr>
<td>2018</td>
<td>700,553</td>
<td>-4,010</td>
<td>215,124</td>
<td>489,439</td>
<td>1.4</td>
</tr>
</tbody>
</table>

### Income Statement (TEUR)

<table>
<thead>
<tr>
<th>Year</th>
<th>Revenue</th>
<th>EBITDA</th>
<th>EBIT</th>
<th>Operating Profit</th>
<th>Capital gain on hotel properties</th>
<th>EBT</th>
<th>Tax</th>
<th>Net Profit</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011</td>
<td>134,763</td>
<td>44,210</td>
<td>27,756</td>
<td>23,365</td>
<td>0</td>
<td>23,365</td>
<td>-8,392</td>
<td>14,973</td>
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<tr>
<td>2012</td>
<td>174,561</td>
<td>62,217</td>
<td>39,696</td>
<td>33,913</td>
<td>0</td>
<td>33,913</td>
<td>-13,016</td>
<td>20,897</td>
</tr>
<tr>
<td>2013</td>
<td>205,460</td>
<td>72,553</td>
<td>50,353</td>
<td>43,544</td>
<td>25,988</td>
<td>69,532</td>
<td>-18,748</td>
<td>50,784</td>
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<tr>
<td>2014</td>
<td>256,358</td>
<td>81,219</td>
<td>54,290</td>
<td>50,490</td>
<td>20,458</td>
<td>70,948</td>
<td>-21,570</td>
<td>49,378</td>
</tr>
<tr>
<td>2015</td>
<td>321,697</td>
<td>96,617</td>
<td>73,952</td>
<td>63,743</td>
<td>35,712</td>
<td>99,455</td>
<td>-22,004</td>
<td>77,451</td>
</tr>
<tr>
<td>2016</td>
<td>357,411</td>
<td>111,036</td>
<td>79,952</td>
<td>72,213</td>
<td>56,265</td>
<td>128,478</td>
<td>-36,865</td>
<td>91,613</td>
</tr>
<tr>
<td>2017</td>
<td>400,818</td>
<td>121,711</td>
<td>87,328</td>
<td>80,625</td>
<td>9,311</td>
<td>89,936</td>
<td>-31,301</td>
<td>58,635</td>
</tr>
<tr>
<td>2018</td>
<td>487,148</td>
<td>150,250</td>
<td>92,100</td>
<td>83,787</td>
<td>0</td>
<td>133,490</td>
<td>-29,040</td>
<td>104,450</td>
</tr>
</tbody>
</table>

### Motel One Group Financial Summary

- **Fixed Assets**: 367,581
- **Net Working Capital**: 314,684
- **Net Debt**: 91,120
- **Equity**: 150,558
- **Net Debt / EBITDA**: 2.1

- **Revenue**
- **EBITDA**
- **EBIT**
- **Operating Profit**
- **Capital gain on hotel properties**
- **EBT**
- **Tax**
- **Net Profit**
MOTEL ONE

LONDON-TOWER HILL

BREEAM – Excellent

291 Rooms

New construction in the heart of London’s financial centre in the City of London, just a half mile from Tower Bridge and the Tower of London.

AMSTERDAM-RAI

BREEAM – Excellent

The first hotel in the Netherlands to be awarded the BREEAM – Excellent certificate (Source: Dutch Green Building Council)

320 Rooms

New construction, located opposite the Amsterdam RAI Exhibition and Convention Centre.

ENVIRONMENT

A number of our hotels are certified by leading assessment methods such as BREEAM, LEED and DGNB.
MOTEL ONE
EDINBURGH-ROYAL
208 Rooms
Conversion of a historical building from the 16th and 18th century, part of Edinburgh's Old Town, a UNESCO world heritage site.

MOTEL ONE
WIEN-STAATSTORPER
400 Rooms
Conversion of a listed property from the turn of the century (19th, 20th century), situated next to the Opera House in the 1st district of Vienna.
MOTEL ONE
BERLIN-POTSDAMER PLATZ
239 Rooms
New construction – integrated in the Mall of Berlin, situated on Leipziger Platz and directly opposite the German Bundesrat (federal council) in the Mitte district.

MOTEL ONE
BERLIN-UPPER WEST
DGNB certified
582 Rooms
New construction opposite the Kaiser Wilhelm Memorial Church in the heart of Berlin’s City West, mixed-use project with Motel One as anchor tenant from the ground to the 17th floor and a roof terrace on the 10th floor.
**MOTEL ONE PARIS-PORTE DORÉE**

- **255 Rooms**
- New construction of a sustainable, innovative building with ideal accessibility to public transportation.

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**MOTEL ONE ZURICH**

- **394 Rooms**
- Conversion of the historic post building situated in Zurich’s city centre close to the “Paradeplatz” and the famous “Bahnhofstrasse”.

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